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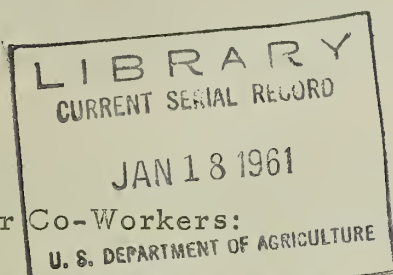
about 4-H Clubs and Y M W



Federal Extension Service

U. S. DEPARTMENT OF AGRICULTURE

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No. 55

Washington 25, D. C.

October 18, 1960

Dear Co-Workers:

U. S. DEPARTMENT OF AGRICULTURE

We are pleased to share the announcement that Paul V. Kepner was appointed the new Administrator of the Federal Extension Service, succeeding C. M. Ferguson, who was named Assistant Secretary of Agriculture.

Since 1953, "Kep" has been deputy administrator, and has given wise counsel in guiding Extension youth programs. No doubt you know of his leadership in connection with the recent report on the Scope of Extension Work. Earlier he had served as Executive Secretary of a joint USDA-State Extension Director committee which made a basic report on Extension Programs, Policies and Goals.

He has been a member of the board of trustees of the National 4-H Foundation since 1952, and is strongly supportive and interested in Extension programs for youth. A native of Indiana, he graduated from Purdue, and later did graduate work at Cornell University.

HOW WELL ARE WE DOING?

We are all conscious of the gradual change taking place in our 4-H enrollment. The percentage of available nonfarm youth is increasing and naturally is reflected by the nine percent increase nationally of nonfarm youth enrolled in the 4-H program.

The percentage of these farm youth being reached through 4-H Club work gives reason for concern. We know the number of boys and girls on farms is declining. Unfortunately, the percentage being reached by the 4-H program of these available boys and girls in any one year is also declining. Many States dropped approximately one percent a year for the period 1954-1958. The mimeograph sent you recently gives the figures for all States.

A COMMON CONCERN IN MANY STATES

Probably as a result of the rapid change in our 4-H program and clientele, and from the broader aspects of our responsibility to youth outlined in the extension report "A Guide To Extension Programs for the Future", we have noted many State 4-H Club staffs stopping to do a reevaluation of just what are the basics of 4-H Club Work. What makes 4-H work unique among youth-serving groups? We are again getting discussion of what is a project? And an activity?

We would like to mention the following States we know are spending some time on this: Iowa, Michigan, Oklahoma, Illinois, Indiana, Wisconsin, Colorado, California, Utah and Mississippi.

We of 4-H in Federal Extension spent some time discussing this at our annual workshop this fall. If you have any ideas or questions in this regard, let us hear from you or start a letter exchange with some of the States mentioned.

NEW MAILING PLAN

Under a new system, we are mailing you twice a month the bulletins which have formerly been sent with the IDEAS letter. A special masthead and paper will identify the bulletins as coming from our office.

We hope you find this plan helps speed materials to you and also cuts down on the bulky packet which you have formerly received with the IDEAS letter.

Eight issues of the IDEAS letter are planned from now until next October.

We would welcome your comments about the selection of information that comes to you from our FES 4-H staff and also the way we send it.

4-H WEEK - March 5-12, 1961

1961 plans are now well under way for 4-H Week. The National 4-H Service Committee and the National 4-H Foundation are working with us to make plans and produce materials that will aid you.

During the first week in November, kits will be mailed to your distribution officer in response to the orders from your State. These will be available on the basis of one for each county office. We hope you will like some of the new features, such as the samplé layout and copy for a special 4-H newspaper issue. This material can be adapted and combined with locally prepared copy. We are earnestly attempting to line up network television coverage

for 4-H Week. In general, Joe Tonkin is handling contacts on the East Coast and Jim Veeder the West Coast.

No doubt you have noted in the Subcommittee minutes that the six Report-to-the-Nation delegates are to be selected from the top group in leadership, citizenship and achievement. Personal interviews will be held with a selected group at Club Congress time.

Several more States are indicating they plan a pictorial State report to their Governors, or to others modeled after the Report-to-the-Nation plan. Several States which did this successfully last year are Massachusetts, New Hampshire, and Vermont. Probably there are other States we have not heard about. We hope you will share with us the unique activities you plan for 4-H Week.

We are pleased that for 1961, there is not a direct conflict with Girl Scout Week. The system by which the Girl Scouts plan their promotional week brought them in conflict with our date last year.

Dates and focal points for some of the various youth weeks scheduled this next year include:

January 15-21	Y. M. C. A.	March 5-12	4-H Club
January	Junior Achievement	March 12-18	Girl Scouts of America
Jan. 31-Feb. 7	National Youth Week	March 19-24	Camp Fire Girls
	(National Council of	April 9-15	Future Homemakers
	Churches and National	April 10-16	Boy Scouts of America
	Sunday Schools)	April 23-29	Y. W. C. A.
February 6-12	Boy Scouts of America		
February 18-25	Future Farmers of		
	America		

4-H LEADERSHIP DEVELOPMENT - New Course at Northeast Regional Summer School

Plans are progressing to offer a course in 4-H Leadership Development this summer at Cornell. This will be in addition to the regular "Principles in the Development of Youth Programs" course. The 4-H Leadership Development course will be limited to members of a State Extension staff; those who have previously taken the "Principles" course; or by special permission of the instructor. It is not too early to begin plans if you are thinking of participating in this or one of the other professional improvement opportunities this year. Members of our staff will be pleased to discuss this with you as we visit in the States.

NATIONAL LIBRARY WEEK

Since 4-H Club groups in certain States are active in observance of National Library Week, we have proposed that some of the announcement and promotional materials be mailed to you. Goal of Library Week is "For a Better-Read, Better-Informed America." For the second year, activities of Library Week will be slanted toward youth. It is planned that the same basic handbook issued last year will be used this year.

Several of you have reported fine year-round cooperation as resulting from contacts in preparation for this week. We will be sending you a list of State chairmen who are coordinating plans in the States.

TOWN AND COUNTRY BUSINESS PROGRAM

Reaction has been fine and much interest has been shown in the Town and Country Business Program developed and tried on a pilot basis in Pennsylvania. Three members of the Pennsylvania staff have been meeting with marketing specialists and representatives of State 4-H Club staffs in four regional conferences. It is believed that career exploration, as well as a development of an understanding of marketing, is an important value in the program.

REGIONAL AUTOMOTIVE CONFERENCES

Two very enthusiastic inter-regional meetings have been held on the 4-H automotive program. Twenty-five States from the Central, Western and Southern Regions were represented at this meeting in Chicago. Twenty States from the Northeastern and Southern Regions attended the Washington, D. C. meeting held at the National 4-H Center. The interest in the automotive program was high in both the conferences and indications are that there will be much broader participation in the 4-H automotive program as a result of these conferences. Many favorable comments were made on how States profited by sharing experiences on an inter-regional basis.

THREE CLUB MEMBERS AT BERLIN FAIR

Three 4-H members, and an F.F.A. member represented agriculture in the 27-youth American team at the U.S.I.A. Trade Fair in Berlin. 4-H representatives were Ronald Kuehl and Violet Schmidt of Wisconsin, and Marilyn Schrugel of Minnesota, all of whom spoke German fluently. Chaperons of the entire group were Rosalie and Harvey Warrick of Ohio, both former IFYE's.

The 4-H Foundation handled the orientation for the entire group before the Fair. The young people were selected by U.S.I.A. to portray typical youth activities in the United States.

RURAL YOUTH OF U.S.A.

About 150 young adults from 20 States attended the R.Y.U.S.A. Conference at the National 4-H Center, September 14-18. The theme of "Capital Understanding" aided the delegates in learning more about their citizenship responsibilities in a democracy.

Dr. E. L. Kirkpatrick resigned as Secretary of the executive committee. The annual banquet was in special tribute to him and the conference group presented him with an appropriately engraved silver bowl.

Phil Snall of New York becomes new president, with the five other officers from Nebraska, Minnesota, Michigan, West Virginia and Indiana. The 1961 conference will be held in Lincoln, Neb.

PROGRAMMING FOR VARIOUS AGES

At our Annual Staff Conference, Ed Pope led us in a stimulating discussion about 4-H programming for various ages. Ed recommended the following four references which we think you also might like to check:

"Educating Children in Grades Four, Five, and Six", Office of Education, Department of Health, Education, and Welfare.

May-June issue of "Children" (page 110) - publication of the Children's Bureau. The article is entitled "Moving Toward Maturity from Infancy Through Adolescence".

"Delinquency and the Adolescent Crisis" - Children's Bureau, Social Security Administration, Department of Health, Education, and Welfare.

"Fostering Mental Health in our Schools" - NEA yearbook for 1950.

NEW U.S.D.A. 4-H EXHIBIT

A four-paneled photographic exhibit emphasizes the learn-live-serve theme of 4-H. It is approximately 10 feet in length, 7 1/2 feet in height and 3 feet in depth. Pictures of the exhibit are being prepared by the Exhibit Service. This exhibit is available for loan to States. Requests should be directed to Dave Granahan, Chief, Exhibit Service, Office of Information. States need to pay transportation costs only.

TWO NEW MOVIES

Have you seen:

"Career Opportunities in Agriculture", produced by the Texaco Company? Most of the shooting was done at State 4-H Club Week in Oklahoma.

"The Safest Township Anywhere", produced by General Motors. This is a 27-minute, 16 mm color film which dramatizes the necessity for safe practices in the home, on the farm and on the highway. The film will be released to the public early in 1961.

THE THREAD OF LIFE

The Bell System is well known for its outstanding NBC-TV programs staged periodically throughout the year. Another great program is scheduled for Friday evening, December 9, showing farm applications of genetics. It is called "The Thread of Life," which should have great appeal to all 4-H Club members, particularly those interested in science.

LEADS FOR LEADERS NO. 15

This month you will be interested in the details of the Tennessee 4-H Club "Leadership in Depth" material. Tennessee folks say this is a proven program for them and has many aspects of successful programs carried on in other States.

A listing of past Leads for Leaders issues is enclosed. You may want to put this with your notebook containing past issues and keep it up to date as an index. We do have a few additional copies of recent issues. You may be able to get earlier issues directly from the States concerned.

MORE APPLICANTS NEEDED FOR FORESTRY SCHOLARSHIP

Recently Art Sowder and William K. Williams, FES Extension Foresters, alerted your State Extension Foresters to a concern of providing more applicants for the \$1600 Homelite Forestry Scholarships. As you know, these scholarships are offered through the National 4-H Service Committee. Ken Anderson has reported to us that only 12 States submitted interest for the scholarships. These States are Arkansas, Colorado, Georgia, Kentucky, Louisiana, Mississippi, Montana, Pennsylvania, North Carolina, Utah, West Virginia and Wisconsin.

IMPROVING TEENAGE NUTRITION

A reply
please

✓ We need to have the name of the person on your staff who is concerned with foods and nutrition programs. Kits and other educational helps are being prepared which we would especially like to send to that person. Please send this information to Fern Kelley.

SHARING SOME OF THE GOOD IDEAS IN USE IN THE STATES

Kansas, Minnesota, Missouri, Wisconsin - Enrollment Programs

These are four of the States currently emphasizing 4-H reenrollment.

In Kansas, 4-H staff members have supplied agents with a step-by-step analysis of procedures and suggested methods. The title is "Getting the Job Done in 4-H Enrollment Expansion." They have a five-step plan that looks good.

In Minnesota, the Information Service, 4-H Club staff and others have teamed up to prepare material to aid counties. Material is issued in limited quantities and counties are encouraged to make changes to more closely follow the county program. Two of the pieces we have seen are "Aids for Enrollment Program - 1960", and "Steps in Writing Story to Encourage 4-H Enrollment."

In Missouri, the 4-H Leader Letter has this headline "80,000 Club Members by 1970." This goal of doubling enrollment in the next 10 year period is receiving strong support from Director Ratchford. Points being emphasized in making plans are community type of Club work, increased leader training, new projects for new situations.

In Wisconsin, exciting plans are under way for enrollment month in November. A variety of supporting materials are prepared, but emphasis is on local and county contacts.

Indiana - 20th Annual 4-H Staff Workshop

For 20 years Indiana has annually conferred to evaluate the past year's work and plan for the coming year. A common practice has been to bring in a few county extension agents, local leaders, and members as well as the University President, Dean, and Director, specialists, and others to help evaluate and set sights for the future.

In recent years these people have found it necessary, and a good investment of time, to work together the second week to lay detailed plans for the areas of work they plan to stress in the coming year. A member of our staff is usually asked to work with them the first week. In past year, Mylo Downey, Fern Kelley, Cha Lang, Tena Bishop, and John Banning have worked with them.

North Carolina - Intensive Effort in Leadership Development

The entire 4-H staff worked intensively with Joe McAuliffe on a way to strengthen local leadership. First step was an on-the-spot evaluation of leadership in three situations. Then the staff developed a forward-looking plan called "Broadening 4-H Programs in North Carolina". This was presented to the entire administrative group for suggestions, following which the 4-H staff made specific plans for follow-through.

The same committee developing the leadership unit, as a part of the Southern States leadership effort, will work with the 4-H staff on this plan of action.

Texas - Adult Leadership

Adult leadership development advances in Texas with more districts planning agent-leaders' workshops, and more counties following up with plans for their own county leader recruitment and training programs. Evaluation meetings in several districts showed that leaders had returned from district workshop full of enthusiasm and with better ideas about their job than they had ever had before. Many new leaders have been recruited, many leaders are being given, and willingly accepting, specific responsibilities. Also, the idea of 4-H as a joint extension-community responsibility is growing. Agents are grasping the leadership concept and liking it as the leaders given training and responsibilities continue to respond exceedingly well. Special effort is also being made to involve State specialists and supervisors in this, and in the stepped up emphasis on 4-H leadership development. This is paying off through new and better 4-H materials and cooperation of specialists with agents on leader problems and leader training.

The second District Leadership Workshop was held at Ceta Canyon in September. About 175 men and women - adult 4-H leaders from 20 counties in District II, County Agents from the respective counties, State specialists and District supervisors, participated. National 4-H Service Committee and FES were also represented.

California - Leader Training by Correspondence

A third of the total 4-H electrical leaders in Los Angeles County are now taking a correspondence course in electricity, prepared by a local electric company. This training helps to offset the difficulty of travel the leaders encounter in getting to training meetings.

Virginia - 11th Leadership Training Camp

At this camp, about 100 young adults represented Key awards and Honor Club members, YMW and Farm Bureau. Each participant took the section "104 Ways to Help a Group Go" plus one from the following: Civic duties, civil defense preparedness, international relations, or outdoor cookery.

Mississippi - Junior Leadership

Mississippi reports a very successful State Conference on Junior Leadership. About 300 senior members attended. The Conference, financed by United Gas, is a program planned and engineered by a group of senior young people. Topics included "Tools of the Junior Leader," "What Junior Leaders Do," "Understanding Yourself and Others," and "Opportunities for Community Service."

Michigan - Program in International Understanding

About a year ago we sent you a mimeographed announcement of Michigan's "Excursion" program. We have learned that the first year's experiment was highly successful. Recently we had a meeting to discuss its merits and its possible potential as an Extension Youth Program in other States.

In addition to our Division, representatives attended from the Extension Foreign Training Branch, IFYE Staff, U.S. Department of Agriculture and FES Information Staff, as well as from the U. S. Information Agency and the President's People-to-People Committee. The response was very enthusiastic.

"Excursion" is basically a teen-age dinner club meeting on world affairs, designed especially for high school students. In brief, a group signs up and is then sent a kit of materials for each program. A kit includes background materials on the country; name badges, with typical names from the country studied, for each participant; a suggested menu of food from the country, tape of background dinner music, and suggestions for the leader and discussion. After dinner, the group sits around the TV set and observes a program on the country being discussed.

If you wish to know more, write to Russ Mawby, Assistant Extension Director, 4-H Clubs, at Michigan State University.

Delaware, Maryland, Ohio, West Virginia - Four-State YMW Conference

Planned by a committee of young people from each State, this October conference brought together young people, ages 17 to 30, representing many different programs. Theme: "C's for the Sixties". Interest groups were: Cultivating better citizenship, Core of the community, Creating values, Cash and Carry, re-Creation, Cultivating companionships, Choosing a Career, Current issues, Communications, Confidence.

Arkansas - Health Emphasis

4-H Week in Arkansas included a health feature this year. Health career exploration was presented to 300 boys and girls, using as resource discussion leaders a senior medical student, a student nurse, and a general physician who talked about the requirements for X-ray and laboratory technicians. The program also included physical fitness testing for both boys and girls and twelve method demonstrations on personal and home health.

Michigan - Conservation

Michigan has taken some real steps forward in 4-H conservation work. In 1959, over 14,000 members were enrolled in conservation projects. This statewide highlight was a key event in the total 4-H program. Recognizing adult leadership in 4-H conservation work has been particularly stressed.

We have reviewed the excellent "basic conservation" leader guides which have been prepared. These are among the best resource materials in conservation which we have seen up to now. Designed for youth from the fifth to the eight grades, they are an organized effort to carry out more effective conservation education. They are very colorful - "color coded," in fact:

White . . . "Basic" Conservation Activities and Youth
Blue . . . "Basic" Conservation . . . and . . . Water
Yellow . . . "Basic" Conservation . . . and . . . Land
Green . . . "Basic" Conservation . . . and . . . Forests
Red "Basic" Conservation . . . and . . . Wildlife

One of the best examples of "an integrated approach" in conservation, the plan was recommended by our National 4-H Development Committee on Natural Resources two years ago.

North Dakota - Educational Tours Expanded

A foods tour is now combined with the highly successful home improvement tour, which for many years has taken older 4-H'ers through an educational experience in Minneapolis. The two tour groups travel together and share a luncheon and an evening's entertainment. Then, while the home improvement members are seeing interior decoration sections of big department stores and art centers, the food members are visiting test kitchens and food factories, and seeing electronic ovens demonstrated.

Minnesota - Dedicated to T. A. Erickson

A livestock judging pavilion was dedicated to Mr. Erickson as "the father of 4-H Club work in Minnesota." The dedication was one of the closing events of the Douglas County Fair. Mr. Erickson was born in Douglas County and was county superintendent of schools for 10 years before becoming the State's first 4-H Club leader. "Dad" Erickson became 89 years of age on September 2. The pavilion will have seating capacity of 750. It will be used for livestock events throughout the year.

NEWS OF OUR CO-WORKERS

Several co-workers have now started graduate study programs. C. S. Shirley, of Louisiana, is on study leave for a 5-month period. Burton Hutton, of Oregon, is studying at Oregon State College, Eugene. Merle L. Howes, of Massachusetts, has started his work toward a Ph. D. at the University of Wisconsin. Rollyn Winters, of New Jersey, is at Columbia University. Paul Moore, of Montana, is back at Wisconsin after part of the summer back on the job. Mrs. Ruth Weston, of New Hampshire, has enrolled for a 6-months study period at Michigan State. Pauline Rowe, of Vermont, is studying at Springfield College in Massachusetts. Dean Allen, of Michigan, has a brief study leave at the University of Chicago. Margaret Kohl, of California, is here in Washington for one semester and plans the second semester for travel abroad.

New appointees include:

James O. Baker was recently appointed State 4-H Club Leader in Delaware. He has been an agent in both Delaware and West Virginia.

James J. Davis, Jr. and Otis E. Grimes are now District 4-H Club Supervisors in Georgia; Mr. Davis at Athens and Mr. Grimes at Tifton.

Rhoda Peck, former 4-H fellow, goes to the State staff in Washington. She will be stationed at Puyallup.

Maurice C. Johnson, becomes Assistant 4-H Club Leader in Idaho. He was formerly an agricultural agent.

Edward W. Gassie of Louisiana returns to duty as Associate District Program Specialist, 4-H Club, for the Southeast District. Kellett W. Hathorn becomes Associate State Club Agent, replacing Lynn L. Pesson, who has been appointed as Extension Education Specialist (training).

June Wilkinson of Michigan and Margaret Kuhl of Montana are being married and will resign their 4-H positions.

R. W. and Mrs. Whaples are leaving soon for Ceylon, where he will have an I.C.A. assignment. "Randy" was formerly State 4-H Leader in Connecticut.

A change in the Girl Scouts personnel means that we will now have frequent contacts with Miss Elizabeth Anne Bennison, who replaces Anne Ford as Adviser on School and Federal Relations.

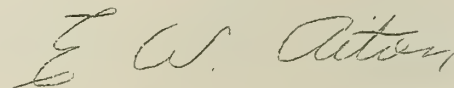
We joined in welcoming another wonderful group of 4-H fellows. The group includes: John Burbank, Nebraska; Virginia Griffin, Ohio; Wanda Gumprecht, California; James Kemp, Colorado; Donald Mitchell, Idaho; and Barbara Smith, New York.

IN CLOSING

May we share with the statement of Director C. B. Ratchford of Missouri, in a recent challenge to the Missouri 4-H Foundation:

"The primary objective of 4-H clubs is no longer to promote new farming practices, as it was when 4-H was founded, but is to develop young people, regardless of where they live."

Sincerely yours,



Program Leaders:

John W. Banning
Mary Frances Lyle
V. Joseph McAuliffe
Lloyd L. Rutledge

E. W. Aiton, Director
4-H Club and YMW Programs

Mylo S. Downey, Associate Director
Fern S. Kelley, Assistant Director
(Editor of "Ideas")

Enclosures